



MARKETING WORKSHOP SERIES

U.S. Small Business Administration



The Small Business Marketing Education

Series is designed to educate you on how to build and market a business that is sustainable for the long-term.

This 3 part series will consist of:

January 20, 2005 Marketing Solutions to Gain Consistency, Clarity, and Clients

February 17, 2005 - Confidence, Taking the Con Out of Selling

March 24, 2005 – Increase Credibility and Influence with Perception Management

Dates: January 20, 2005, February 17, 2005 and March 24, 2005

Time: 4:00 pm until 6:00 p.m.

Location: U. S. Small Business Administration
Peachtree Center/Harris Tower
233 Peachtree Street, Suite 1900
Atlanta, GA 30303

Fee: **ADMISSION IS FREE**

Instructor: Sherese Johnson, President and CEO of Efficio, Inc.

Small business consultant, Sherese Johnson, has been working with small business owners for the last 12 years, and possesses the strategic planning, marketing, experience, and business savvy necessary to launch a business in today's competitive business environment. Johnson received her bachelor's degree from Kansas State University and her MBA from Keller Graduate School of Management. She currently serves on the board of the Association of Image Consultants International Atlanta Chapter. Other organization involvement includes the diversity committee of National Association of Women Business Owners, the Cobb Chamber of Commerce, and Magnificent Marketing Mavens.

Mandatory pre-registration is required in order to enter our building after 6:00 pm for security purposes. You must bring proper identification with picture (such as driver's license) to enter the building. No walk-ins are admitted. Please contact Charlotte Johnson, Economic Development Specialist at (404) 331-0100, ext. 405 to register for the classes. Fax number: (404) 331-0101

Registration Form – MARKETING WORKSHOP SERIES

Please complete the registration form and return it to Charlotte Johnson at the above address or e-mail to: charlotte.johnson2@sba.gov

Name: _____

Address: _____

Telephone: _____

Business Name: _____

E-mail Address: _____

Sponsored By:
U. S. Small Business Administration

Reasonable arrangements for persons with disabilities will be made, if requested at least 2 weeks in advance.
Contact: Charlotte Johnson, Economic Development Specialist, at (404) 331-0100, ext. 405. SBA Authorization No. CS02001